

America in the Late 1940's and Early 1950's

What does each of the follow terms communicate about the post-war America?

In what ways was this a time of prosperity and hope?

What were some of the challenges the nation faced?

Cold War

communism

arms race

assembly lines

baby boom

vacuum cleaners G.I. Bill

television

suburbs

segregation

cars

labor camps

Advertising

While exploring these websites and the advertisements Why would a person want a career in advertising? What made this an exciting time for advertising in America? What were some of the new products being advertised?

Your job: Choose five ads that were used 1945 to 1955. In Power Point try to copy the picture or video if not get the link and then in the notes section write: what do each of these ads tell you about U.S. society at the time by answering the questions below.

- What product is being advertised?
- Who is the target audience?
- How is the product described? What features are highlighted?
- What claims does the ad make? What does it promise the product will provide the buyer? (For example: comfort, excitement, popularity, beauty, praise, prestige?)
- Does this ad use symbols or stereotypes to sell the product? If so, which ones?
- Does this ad give any evidence or proof to support its claims? If so, what is it?
- What other information is included in the ad? (For example, was the product's price included?) Was there any information you found interesting or surprising?
- What does the ad indicate about the U.S. in the post-war years?
- Do you think this ad would be effective for a similar product today? Why or why not?

<http://www.adclassix.com/classictvindex.htm>

Tv ads of 1950's

<http://library.duke.edu/digitalcollections/adaccess/>
digital collections of advertisements

<http://www.adflip.com/index.php>
collect of more advertisements

Evaluation

The following Fifteen-point rubric will be used to evaluate students' work during this lesson.

- **Fifteen points 100%:** Students helped define and discuss several terms from post-war America; wrote informative, thoughtful analyses about their selected ads that answered all of the questions.
- **Thirteen points 87%:** Students helped define and discuss some terms from post-war America; wrote clear, complete analyses about their selected ads that answered most of the questions.
- **Ten points 67%:** Students did not help define and discuss the terms from post-war America; wrote incomplete or vague analyses about their selected ads that answered few or none of the questions.